

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listing, of claims in the application:

**Listing of Claims:**

Claim 1 (Currently Amended)      An Internet advertising system comprising:  
a multimedia presentation comprising at least one component selected from a group consisting of computer generated animation and full-motion video, a given item within the selected component of the multimedia presentation represented by an embedded placeholder, the embedded placeholder programmed to follow a series of actions of the given item within the multimedia presentation;

a set of advertisements corresponding to the embedded placeholder, each ~~of the advertisements~~ advertisement being indexed by at least one demographic indicator, and each of the advertisements stored separate from the multimedia presentation;

identifier means for identifying at least one demographic characteristic of a user, wherein the at least one demographic characteristic of the user corresponds to one of the at least one demographic indicator;

selector means for selecting a relevant advertisement from the set of advertisements stored separate from the multimedia presentation, the selector means configured to receive the at least one demographic characteristic of the user from the identifier means, and the selector means including a comparison of the user's at least one demographic characteristic with the at least one demographic indicator of each advertisement to select the relevant advertisement for the user;

inserter means for inserting the relevant advertisement stored separate from the multimedia presentation into the embedded placeholder of the multimedia presentation, the inserter means configured to receive the relevant

advertisement from the selector means so as to create a seamless advertisement programmed to dynamically follow the series of actions of the given item integrated within the multimedia presentation and targeted to the user's demographic characteristics, and the inserter means configured to insert the relevant advertisement after the identifier means has identified the at least one demographic characteristic of the user; and

delivery means for delivering ~~the multimedia presentation~~ to the user the seamless advertisement created by the inserter means from the multimedia presentation having the embedded placeholder and from the set of advertisements stored separate from one another.

Claim 2 (Original) The system of claim 1 further comprising a hyperlink in the advertisement contained in the multimedia presentation.

Claim 3 (Original) The system of claim 2 wherein the hyperlink in the advertisement is a hyperlink to an advertiser's website.

Claim 4 (Original) The system of claim 1 wherein the multimedia presentation is an animation.

Claim 5 (Original) The system of claim 4 wherein the animation is created using Flash.

Claim 6 (Original) The system of claim 5 wherein the Flash animation is an original presentation.

Claim 7 (Original) The system of claim 5 wherein the Flash animation is a pre-existing presentation and the embedded placeholder is then added to the pre-existing presentation.

**Claim 8 (Original)** The system of claim 1 wherein the multimedia presentation includes at least two embedded placeholders.

**Claim 9 (Original)** The system of claim 8 further comprising multiple sets of advertisements, each set of advertisements corresponding to one of the at least two embedded placeholders.

**Claim 10 (Original)** The system of claim 1 wherein the identifier means includes cookies generated by an Internet browser of the user.

**Claim 11 (Original)** The system of claim 1 wherein the identifier means includes a survey completed by the user.

**Claim 12 (Original)** The system of claim 1 wherein the inserter means is a computer program.

**Claim 13 (Currently Amended)** The system of claim 4 12 wherein the computer program is Generator.

**Claim 14 (Original)** The system of claim 12 wherein the computer program is stored on a first server and the multimedia presentation containing the embedded placeholder is also stored on the first server.

**Claim 15 (Original)** The system of claim 12 wherein the computer program is stored on a first server and the multimedia presentation containing the embedded placeholder is stored on a second server.

**Claim 16 (Original)** The system of claim 1 wherein the delivery means is an Internet connection between a first server storing the multimedia presentation containing the embedded placeholder and a computer operated by the user.

**Claim 17 (Original)** The system of claim 16 further comprising a syndication network.

**Claim 18 (Original)** The system of claim 17 wherein the syndication network collects the multimedia presentation and the selected advertisement, and the syndication network delivers the multimedia presentation containing the selected advertisement to the user's computer.

**Claim 19 (Original)** The system of claim 18 wherein the syndication network collects the multimedia presentation and the selected advertisement separate from one another, and a server in the syndication network inserts the selected advertisement into the multimedia presentation.

**Claim 20 (Original)** The system of claim 18 wherein the syndication network collects the multimedia presentation having the selected advertisement inserted therein previous to entering the syndication network.

**Claim 21 (Original)** The system of claim 18 wherein the syndication network collects information relating to the identifier means from the users computer and delivers the identifier information to the selector means.

**Claim 22 (Previously Presented)** The system of claim 1 further comprising a media buyer providing at least a portion of the set of advertisements.

**Claim 23 (Original)** The system of claim 22 wherein the media buyer receives information relating to the identifier means from the user's computer.

**Claim 24 (Previously Presented)** The system of claim 21 further comprising a media buyer providing at least a portion of the set of advertisements, wherein the identifier information from the syndication network is further delivered to the media buyer.

**Claim 25 (Original)** The system of claim 24 wherein the identifier information is delivered from the syndication network to the media buyer and from the media buyer to the selector means.

**Claim 26 (Original)** The system of claim 24 wherein the identifier information is delivered from the syndication network to the media buyer and the identifier information is also delivered from the syndication network to the selector means.

**Claim 27 (Currently Amended)** The system of claim 1 further comprising means for assessing an advertisement charge to the sponsor of the selected advertisement delivered in the ~~multi-media~~ multimedia presentation.

**Claim 28 (Original)** The system of claim 27 wherein the sponsor's advertising charge is paid to an owner of the multimedia presentation.

**Claim 29 (Original)** The system of claim 27 wherein the sponsor's advertisement charge is apportioned to a group comprising an owner of the multimedia presentation and an owner of a media buyer providing the selected advertisement.

**Claim 30 (Original)** The system of claim 29 wherein the sponsor's advertisement charge is apportioned to a group comprising an owner of the multimedia presentation, an owner of a media buyer providing the inserted advertisement, and an owner of the delivery means for providing the multimedia presentation to the user.

**Claim 31 (Original)** The system of claim 30 wherein the delivery means is a syndication network.

**Claim 32 (Currently Amended)** An Internet advertising system comprising:

a multimedia presentation comprising at least one component selected from a group consisting of computer generated animation and full-motion video, a given item within the selected component of the multimedia presentation represented by an embedded placeholder, and the embedded placeholder programmed to follow a series of actions of the given item within the selected component of the multimedia presentation;

a set of advertisements corresponding to the embedded placeholder, and each of the advertisements stored separate from the multimedia presentation;

identifier means for identifying a user;

selector means for selecting a relevant advertisement from the set of advertisements stored separate from the multimedia presentation, wherein the selector means select the relevant advertisement subsequent to the identification of the user by the identifier means;

inserter means for inserting the relevant advertisement stored separate from the multimedia presentation into the embedded placeholder of the multimedia presentation, the inserter means configured to receive the relevant advertisement from the selector means so as to create a seamless advertisement programmed to dynamically follow the series of actions of the given item integrated within the multimedia presentation, and the inserter means configured to insert the relevant advertisement after the identifier means has identified the at least one demographic characteristic of the user; and

delivery means for delivering ~~the multimedia presentation~~ to the user the seamless advertisement created by the inserter means from the multimedia presentation having the embedded placeholder and from the set of advertisements stored separate from one another.

Claim 33 (Original) The system of claim 32 wherein the selector randomly selects the advertisement.

Claim 34 (Original) The system of claim 32 wherein the seamless advertisement is dynamically contained in the multimedia presentation.

**Claim 35 (Currently Amended)** An Internet advertising system comprising:

an original, Flash animation multimedia presentation comprising at least one component selected from a group consisting of computer generated animation and full-motion video, a given item within the selected component of the Flash animation multimedia presentation represented by an embedded placeholder, and the embedded placeholder programmed to follow a series of actions of the given item within the multimedia presentation;

multiple sets of advertisements, each set of advertisements corresponding to one of each of the at least two embedded placeholders, and each of the advertisements advertisement being indexed by at least one demographic indicator, and each of the advertisements stored separate from the multimedia presentation;

cookies generated by an Internet browser of a user for identifying at least one demographic characteristic of the user;

selector means for selecting a relevant advertisement from the set of advertisements stored separate from the multimedia presentation, the selector means configured to receive the cookies generated by the Internet browser of the user, and the selector means including a comparison of the user's cookies with the at least one demographic indicator of each indexed advertisement to select the relevant advertisement for the user;

a Macromedia Generator computer program for inserting the relevant advertisement stored separate from the multimedia presentation into the embedded placeholder of the multimedia presentation, the Generator computer program creating a seamless advertisement programmed to dynamically follow the series of actions of the given item integrated within the multimedia presentation and targeted to the user's demographic characteristics, and the Macromedia Generator computer program configured to insert the relevant advertisement after the identifier means has identified the at least one demographic characteristic of the user;

a syndication network for delivering ~~the multimedia presentation to a computer operated by the user the seamless advertisement created by the Macromedia Generator computer program from the multimedia presentation having the embedded placeholder and from the set of advertisements stored separate from one another over an internet connection between a first server storing the multimedia presentation containing the embedded placeholder and a computer operated by the user;~~

a media buyer providing at least a portion of the set of advertisements, wherein the identifier information is delivered from the syndication network to the media buyer and the identifier information is also delivered from the syndication network to the selector means;

means for assessing a fee charged to the user for delivery of the multimedia presentation, the user fee being apportioned to a group comprising an owner of the multimedia presentation, an owner of the syndication network and an owner of the media buyer;

means for assessing an advertisement charge to the sponsor of the advertisement delivered in the multi-media presentation, wherein the sponsor's advertisement charge is apportioned to a group comprising an owner of the multimedia presentation, an owner of a media buyer providing the selected advertisement, and an owner of the delivery means for providing the multimedia presentation to the user; and

a hyperlink in the advertisement contained in the multimedia presentation, wherein the hyperlink takes the user to an advertiser's website.

Claim 36 (Currently Amended) An Internet advertising method comprising:

providing a multimedia presentation comprising at least one component selected from a group consisting of computer generated animation and full-motion video, a given item within the selected component of the multimedia presentation represented by an embedded placeholder, and the embedded placeholder programmed to follow a series of actions of the given item within the multimedia presentation;

providing a set of advertisements corresponding to the embedded placeholder, each of the advertisements advertisement being indexed by at least one demographic indicator, and each of the advertisements stored separate from the multimedia presentation;

identifying at least one demographic characteristic of a user;

selecting a relevant advertisement from the set of advertisements stored separate from the multimedia presentation, the advertisement selection includes including a comparison of the user's at least one demographic characteristic with at least one demographic indicator of each advertisement, wherein the relevant advertisement for the user is selected subsequent to the step of identifying the at least one demographic characteristic of the user;

inserting the relevant advertisement stored separate from the multimedia presentation into the embedded placeholder of the multimedia presentation, wherein a seamless advertisement programmed to dynamically follow the actions of the given item integrated within the multimedia presentation and targeted to the user's demographic characteristics is created after identifying the at least one demographic characteristic of the user; and

~~delivery means for delivering the multimedia presentation to the user~~ the seamless advertisement created by inserting the relevant advertisement stored separate from the multimedia presentation into the embedded placeholder of the multimedia presentation after the identifier means which is created after identifying the at least one demographic characteristic of the user

Claim 37 (Currently Amended) An Internet advertising method comprising:

providing an original, Flash animation multimedia presentation comprising at least one component selected from a group consisting of computer generated animation and full-motion video, at least two given items within the selected component of the Flash animation multimedia presentation represented by at least two embedded placeholders, and the at least two embedded placeholders programmed to follow a series of actions of the at least two given items within the multimedia presentation;

providing multiple sets of advertisements, each set of advertisements corresponding to one of each of the at least two embedded placeholders, and each of the advertisements ~~advertisement~~ being indexed by at least one demographic indicator;

identifying cookies generated by an Internet browser of a user, wherein at least one demographic characteristic of the user is identified;

selecting a relevant advertisement ~~from the set of advertisements~~ corresponding to the cookies generated by the Internet browser of the user from the set of advertisements stored separate from the multimedia presentation, the step of selecting the relevant advertisement including a comparison of the user's cookies with the at least one demographic indicator of each indexed advertisement to select the relevant advertisement for the user;

inserting the selected advertisement stored separate from the multimedia presentation into the embedded placeholder of the multimedia presentation using a Macromedia Generator computer program, the Generator computer program creating a seamless advertisement programmed to dynamically follow the series of actions of the at least two given items integrated within the multimedia presentation and targeted to the user's demographic characteristics, wherein the step of inserting the selected advertisement into the embedded placeholder of the multimedia presentation is subsequent to the steps of identifying cookies generated by the Internet browser of the user, and selecting the relevant advertisement from the set of advertisements corresponding to the cookies generated by the Internet browser of the user after the Macromedia Generator computer program has identified the at least one demographic characteristic of the user;

providing a syndication network for delivering ~~the multimedia presentation~~ to the user the seamless advertisement created by the Macromedia Generator computer program from the multimedia presentation having the embedded placeholder and from the set of advertisements stored separate from one another over an Internet connection between a first server storing the multimedia

~~presentation containing the embedded placeholder and a computer operated by the user;~~

providing at least a portion of the set of advertisements through a media buyer, wherein the identifier information is delivered from the syndication network to the media buyer and the identifier information is also delivered from the syndication network to the selector means;

charging a fee to the user for delivery of the multimedia presentation, the user fee being apportioned to a group comprising an owner of the multimedia presentation, an owner of the syndication network and an owner of the media buyer;

charging the sponsor of the advertisement delivered in the multi-media presentation, wherein the sponsor's advertisement charge is apportioned to a group comprising an owner of the multimedia presentation, an owner of a media buyer providing the selected advertisement, and an owner of the delivery means for providing the multimedia presentation to the user; and

providing a hyperlink in the advertisement contained in the multimedia presentation, wherein the hyperlink takes the user to an advertiser's website.